

NEW YORK, SUNDAY, NOVEMBER 1, 1903.—Copyright, 1903, by The Sun Printing and Publishing Association.

**Macy's**  
B'WAY. AT 6TH ST.

**Books.**  
Should any dealer cut under our price—just for the glory of beating Macy's—his distinction will be brief—as we will cut again, and as often again—as it may be necessary to sustain our claim of underselling competition.

## A Magnificent Display of Art Pottery, Marble Statuary, China, Glass and Bric-a-Brac.

The collection is attractive. We believe it to be unrivalled. The rare novelties are curiously beautiful—making the store seem a sort of trade museum—where the product of the whole world's wonder workers may not only be seen—but also bought. The writer knows enough about the specimens to appreciate the usefulness of attempting to describe them.

**Rudolstadt Pottery, Teplitz Ware, Royal Bonn, Royal Dresden, Royal Worcester, Doulton and Coalport, Royal Crown Derby, Pots and Pedestals, Jardinières, Fern Dishes, Painted Plaques, Japanese Cloisonne, Limoges Enamels, Art Miniature Tables.**

Paris, Berlin and Vienna Novelties for the Boudoir, the Desk and the Smoking Den.

### Oriental Rugs.

Since moving into the new Macy store—the largest building in the world devoted to retailing—we have enjoyed the long-desired opportunity of doing the Oriental Rug business on a grand scale. Until then, we were barred by the unyielding limitations of space. The undertaking was easier, simpler than you may think. We commissioned our buyer to visit the European markets in order to make personal selections. That successfully accomplished, and the fruits of his researches received—nothing remained to be done except to apply the regular Macy principle of marking them at prices fair and just, according to our notion of profits.

Result? We are selling these treasured and cherished works of woven art at about one-third less than any other store in America. And the assortment is big—including

Fine grades of Persian Carpet-sized Rugs—Serape, Gorevans, Irans, Muskabads.  
Fine grades of Turkish Carpet-sized Rugs—Kermans, Anatolians and Kasabads.  
Fine grades of Indian Carpet-sized Rugs—Hyderabad, Punjab and Fahir.  
Fine grades of Small Rugs—Kerman-shah, Tebriz, Samash, Saruk, Bokhara, Shiraz, Antique Daghestans, &c.

### Leather Goods.

Imported Leather Goods—refined, mellow, artistic—a strong fascination clings to them—a fascination that few men and women find it easy to resist. The quantity and the variety we now show are three times greater than ever before. Scores of dainty, exclusive novelties that baffle description.

Wrist Bags, Purses, Pocket Books, Wallets, Card Cases, Dressing Cases, Cigar and Cigarette Cases, Sewing Cases, Jewel Boxes, Jewel Rolls, Portfolios, Collar Cases, Cuff Cases, Glove Cases, Handkerchief Cases, Veil Cases and Music Folders.

The Leathers—Seal, Walrus, Ecrasse, English Morocco, Alligator, Lizard, Suede, Pigskin—plain or trimmed with sterling, gun metal, rhinestones, colored jewels, jet, steel points, beads and tinted Vienna art metal.

### Berlin Metal Novelties.

Don't overlook the display of Metal Novelties that has just been made in the basement. They are from Berlin. Scores of things for the home—practical things, ornamental things. It would be difficult for thrifty gift-buyers to find more appropriate articles for giving. Easels, Fenders, Umbrella Stands, Plaques, Hall Racks, Fancy Tables, Flower Stands, Christmas Tree Holders, Hearth Fixtures, Inkstands, Bioters, Armor, Shields, Battle Axes, Swords and dozens of other articles.

Fancy Easels, flower design, black, green and gold, \$1.01, \$1.32, \$2.31.  
Fancy Fenders, nickel scroll effects, flower designs picked out in colors, \$1.39, \$1.89, \$2.32.  
Library Tables, suitable for lamps, card trays and jardinières, dull silver finished scroll design, \$1.49 and \$2.07.  
Fancy Tables, flower shaped, round and square tops, nickel and tinted, floral designs, \$3.74 to \$6.97.  
Tabourets, nickel scroll and floral design, \$2.84.  
Spears, dull silver finished, imitation mahogany handles, 78 inches long, \$2.08.  
Armor Outfits, 4 ft. high, including shield, battle axe and sword, \$7.32.  
Round and Oval Shields—for wall decorations and cozy corners—dull silver finished, embossed designs, \$2.31 to \$5.13.

We were to ask double our price for many pieces in the collection they would still be cheap. Visitors express intense surprise that we are combining so much of artistic excellence and substantial use can be sold for so little.

While we have the largest and probably the best equipped building in the world devoted to retailing, our chief attractions will continue to be as they have been in the past—OUR LOW PRICES AND RELIABLE QUALITIES.

R. H. Macy &amp; Co.'s Attractions Are Their Low Prices.

**Macy's**  
B'way at 6th Av. 34th to 35th St.  
THE STORE WILL BE OPEN ALL DAY TUESDAY.

### For the Fireplace.

Brass was never put to better use than when we applied it to the practical things that make the hearth brighter and cheerier. There is a big suggestion of wise buying in any of these.

Brass Fire Screens, \$4.39 to \$28.49.  
Brass Fenders, \$4.82 to \$29.98.  
Brass Andirons, \$7.21 to \$64.49.  
Brass Coal Scuttles, \$11.09 to \$13.98.  
Brass Fire Sets, \$4.12 to \$14.39.  
Gas Logs, \$2.99 to \$4.99.

A magnificent collection of the same kind of articles in wrought iron at equally low prices.

### Electroliers.

They came from Berlin and Paris—our own personal selections and direct importations. The department, in the basement, is replete with rare designs and values.

Plaque Electroliers—bronze figures mounted on exquisitely polished wood base—that attach to the walls after the manner of plaques. Dainty art nouveau designs.

### Classic Furniture.

The Furniture we advertise to-day was created by valuable labor. Great artistic genius has also been bestowed upon it. In one sense it may not be "cheap," but if you compared the real cost of its production with our retail price you would quickly understand that it is being sold here relatively as low as we ask for the simplest and most commonplace articles.

This Furniture easily sustains our oft-repeated claim that the finer the goods the greater the saving—at Macy's.

**Louis XVI. Bedroom Suite**  
Circassian Walnut—twin beds with gold-leafed French cane panels—dresser and chiffonier have large, swinging bevelled plate mirrors—table has triplicate mirror, gold handles and mountings.

Beds, \$299.92. Dresser, \$164.96. Chiffonier, \$194.96. Somnole, \$67.49. Table, \$52.49. Rocker, \$49.98. Chair, \$29.98.

**Louis XV. Bedroom Suite**  
Circassian Walnut—twin beds—style and lines are exquisite—beautifully figured panels—chaise carvings—large swinging bevelled plate mirrors—gold handles and mountings.

Beds, \$419.92. Dresser, \$263.96. Chiffonier, \$233.96. Toilet Table, \$167.96. Table, \$65.96. Chair, \$26.96.

**Empire Bedroom Suite.**  
Richly Grained Mahogany—full-sized bed, large dresser, chiffonier and toilet table—swinging oval mirrors—ornate gold handles and mountings.

Bed, \$274.96. Dresser, \$209.96. Chiffonier, \$194.96. Toilet Table, \$141.96. Chair, \$30.74.

**Dutch Bedroom Suite.**  
Solid Mahogany—full-size bed—This Suite shows the rare effect of the most elaborate marqueterie. The ornamental motif is floral mosaics—every bud and leaf of the arabesques is accurate and artistic. If you fully understood the inexhaustible patience, skill and time required for such work you would marvel at the prices.

Bed, \$173.34. Dresser, \$179.99. Table, \$46.67. Chair, \$24.67.

**Chippendale Bedroom Suites.**  
Finest White Mahogany—twin beds—decorated with delicate marqueterie panels—large dresser and chiffonier—handsome plate glass mirrors—French brass handles.

Beds, \$353.92. Dresser, \$209.96. Chiffonier, \$194.96. Table, \$67.49. Somnole, \$59.98. Rockers, \$41.96. Chair, \$26.96.

**Colonial Bedroom Suite.**  
Selected Mahogany—many Colonial patterns are shown by us—the sizes of the pieces are noticeably large, simple lines that would savor of austerity and rigidity but for the relief afforded by the rich panelling.

Bed, \$82.49. Dresser, \$127.49. Chiffonier, \$104.96. Toilet Table, \$104.96.

Many rich examples of Gold and Ver-nis-Martin Furniture.

**Upholsteries.**  
Satin Damask, choice floral designs in rich coloring—just the stuff needed for drapery and furniture covering.

Others ask \$2.75; our price \$1.98.  
Others ask \$3.25; our price \$2.24.  
Others ask \$4.50; our price \$3.24.  
Others ask \$5.75; our price \$3.98.

Mill Ends of fine Silk Velours, large assortment of colorings, 50 inches wide, 1½ to 5 yard lengths, sold by others at \$3.00 a yard; our price \$1.74.

Mercedized Armure Tapestry Portieres, handsome solid colors, fringed tops and bottoms.

Others ask \$9.00; our price \$6.24.  
Others ask \$10.50; our price \$7.98.  
Bagdad Couch Covers, fringed all around, 60 inches wide, sold by others at \$3.25; our price \$2.24.

Extra heavy Couch Covers—Tapestry in Oriental designs and colors, 60 inches wide.

Others ask \$3.50; our price \$2.49.  
Others ask \$5.00; our price \$3.98.  
Others ask \$6.00; our price \$4.48.

Japanese Silk Lambrequins—embroidered with silk and tinsel—each design is shown in twelve different colors.

Others ask \$3.00; our price \$2.24.  
Others ask \$4.00; our price \$2.98.  
Others ask \$5.50; our price \$3.98.  
Others ask \$6.00; our price \$4.24.  
Others ask \$7.00; our price \$4.98.

**The Steinertone Pianoforte**  
We are Sole Agents in New York.

Uprights, \$450.00—Diminutive Grands, \$750.00.  
Boudoir Grands, \$800.00.  
Parlor Grands, \$850.00—Concert Grands, \$1,000.00.

**The "Straus" Pianos.**  
We particularly urge you to consider the higher grades—

Straus Pianos at \$125.00, \$150.00, \$175.00, \$225.00, \$250.00 and \$275.00.

They are made especially for us, under our own brand, by a leading manufacturer. Similar qualities will cost you a third more at stores that sell on the installment plan or that have charge accounts.

**Know**  
How much you spend and for what you spend it. Start a D'Post Account at Macy's and watch it grow. We pay 4 per cent annually, compounding the interest every three months. All the convenience of a credit system; all the economy of a cash system.

**Macy's**  
B'WAY. AT 6TH ST.

## 50c to 80c. Mercerized Waistings and Vestings, 29c

The details, briefly stated:—  
The quantity is very great—and came to us straight from the mills—at reduced prices.

The yarn was Mercerized—treated by the silkening process before going to the looms. Hence the goods will retain their high damascened lustre after being rubbed and wrung in the laundry.

There are solid colors and scores of designs on white and tinted grounds—checks, blocks, stripes, small and bold basket weaves, matelasse, natte and damask effects and daintiest of little figures thrown up and shimmering on fine surfaces. Fifty cents is the lowest we have ever known any of them to be retailed, and we have sold many of them at 69c and 79c.

**Choice at 29c** On sale in Basement and Main Floor.

They are splendid for women's dresses and waists, children's dresses and men's shirts. Basement and First Floor.

## Dress Goods Extra Specials.

These items are the result of quick and unusual trade turns. They stand for liberal money-saving.

**39c for 50c.** All-wool Crepe Albatross—soft Albatross beautified by the desirable crepe finish—thirty-seven colors, including white, cream, black, cocoa, pink, light blue, dove, silver, gray, slate and other staple shades.

**59c for 75c.** All-wool Black Camel's-Hair finished Cheviot Serge—made of the finest selected combed yarn—sponged and shrunk. Should it spot or shrink we will replace or refund—50 inches wide.

**69c for 85c to \$1.50 Dress Goods.**

**50 in. Flecked Tweeds** **48 in. Venetians**

**48 in. Scotch Tweeds** **54 in. Cheviots**

**50 in. Novelty Suitings** **48 in. Canvas Cheviots**

**54 in. Oxford Cloth** **58 in. Mixed Cheviots**

## Women's Furs, Tailor-made Suits, Costumes, Coats and Children's Garments.

These stocks are the despair of the advertiser. They merit much more than types can do for them.

The variety is one difficulty, the styles—representing indescribable beauty and elegance—are another.

We can't hope to do them justice in the newspapers. Our efforts are, therefore, limited to a few quotations—good things gathered at random throughout the department.

**\$8.49—Dyed Alaska Sable (skunk) Scarfs**, finished with tails.

**\$12.74—Natural Alaska Sable (skunk) Double Scarfs**, full brush and cord ornaments.

**\$98.74—Liespzig-dyed Persian Lamb Coats**, 22 inches long, box front, fitted back, full pouch sleeves, lined with figured satin.

Women's Tailor-made Long Coat Suits—blue, brown and black cheviot, notched velvet collar, coat lined with taffeta; nine-gored side-plated unlined skirt—popular walking length—\$12.96.

**\$17.49—Women's Tailor-made Suits**—fine blue and black cheviot—long single-breasted box-plated coat, full sleeves, turn-over cuffs neatly stitched, lined with satin; seven-gored unlined walking skirt, finished with several rows of stitching.

**\$19.98—Women's Tailored Suits**—blue and black cheviot, single-breasted fitted coat, notched velvet collar, lined with taffeta; nine-gored unlined walking length skirt, lapped seams, inverted "kick" plait.

Women's Coats, made of rich black kersey, full-fly front, semi-fitted back, smart shoulder caps, lined throughout with black satin. These Coats are exploited elsewhere as uncommon values at \$15.00; our regular price is \$11.98.

**Sizes for Misses and Petite Women.**  
DOZEN IMPORTED MODEL COATS—FROM THE BEST PARIS AND BERLIN DESIGNERS—INCLUDING FRANCIS AND PAQUIN—EACH COST FROM \$100.00 TO \$125.00 TO LAND.

**Choice, \$39.74.**

Misses' Fancy-tailored Suits, blue and brown zibelins, long-skirted blouse, handkerchief cape, trimmed with braid; seven-gored skirt, inverted kick plait, \$19.74.

**\$6.83—Girls' "Buster Brown" Dresses**, blue and black cheviot, emblems embroidered on sleeve, white linen turn-over collar, leather belt, taffeta tie—sizes 4 to 12 years.

**Lace Curtains.**  
Renaissance Lace Curtains—finest cable net centres, and elaborate lace borders. Others are enriched with wide insertings and edgings to match.

One of the most notable importations of high-grade Curtains that we've had the good fortune to offer—

Others ask \$21.00; our price \$16.48.  
Others ask \$26.50; our price \$19.94.  
Others ask \$30.00; our price \$22.24.  
Others ask \$35.00; our price \$24.98.  
Others ask \$37.50; our price \$29.98.  
Others ask \$40.00; our price \$30.23.  
Others ask \$45.00; our price \$36.74.  
Others ask \$60.00; our price \$48.98.

And here is a group of Arabian Lace Curtains—all the newest patterns—

Others ask \$25.00; our price \$19.98.  
Others ask \$27.50; our price \$23.24.  
Others ask \$32.50; our price \$25.24.  
Others ask \$35.00; our price \$27.74.  
Others ask \$40.00; our price \$32.24.  
Others ask \$57.50; our price \$49.98.

**Pure White Arabian Lace Curtains**—

Others ask \$28.50; our price \$21.24.  
Others ask \$30.00; our price \$24.98.  
Others ask \$35.00; our price \$28.98.  
Others ask \$38.00; our price \$32.74.

## Good Groceries.

Havemeyer & Elder's Standard Granulated Sugar.

25 lbs. put up in cotton bags, for \$1.14 100 lbs. put up in double burlap bags, for \$4.53

## Bridal Veil—Flour—Lily White.

79c for 24½ lb. bag. 24½ lb. bag for 63c

\$3.32 for half barrel. Half barrel for \$2.79

\$6.04 for whole barrel. Whole barrel \$5.18

Invincible White Wheat Pastry Flour, used by all exclusive pastry dealers, 10 lb. bag, 34c; 24½ lb. bag, 79c.  
Gluten Flour—Farwell & Rhines brand, 2 lb. packages, 16c; 10 lb. bags, 72c.  
Special Diabetic Flour, Farwell & Rhines brand, 10 lb. bags, 99c.

## Red Star Baking Powder.

Guaranteed absolutely pure and equal in every respect to the widely advertised brands that are sold at much higher prices.

Half-pound cans, regular price 15c; special 13c  
One-pound cans, regular price 29c; special 24c  
Five-pound cans, regular price \$1.29; special \$1.09

Gemesta Brand Coffee, pound cartons, regular price 24c; for this sale, 18c.  
Mayflower Chop Tea, Oolong and Mixed, two-pound packages only, regular price 64c; for this sale, 49c.

Maple Syrup, Lily White Brand, pt. bottles, 19c; qts., 31c; half gal. cans, 59c; gal. cans, \$1.12.  
Fancy Table Syrup, Globe Brand, jar, 10c; can, 12c.  
Table Syrup, Lily White Brand, quart cans, 12c.  
New Orleans Molasses, qt. cans, 17c; half gal. cans, 32c; gal. cans, 59c.  
Porto Rico Molasses, qt. jars, 14c.

## Laundry Supplies Usually Require Attention on the First of the Month.

Red Star Laundry Soap, box containing 60 large cakes, \$2.94; 30 large cakes, \$1.49.

Red Star Borax Soap, box containing 60 large cakes, \$2.84.

Ammonia, Home Use Brand, pints, 10c; \$1.12 dozen; quarts, 19c; \$2.06 dozen.

Elastic, Electric, Celluloid and Hoy's Wheat Starch, package, 9c; 99c dozen.

Pure Borax, Red Star Brand, pound packages, 10c; dozen, \$1.12.

Red Star Washing Powder, four-pound packages 15c; dozen packages, \$1.69.

White Borax Soap, box containing 60 large cakes, \$3.24.

Portash or Lye, cans, 8c; 89c dozen.

Washing Soda, ten-pound packages, 14c.

Ball Bluing, half-pound boxes, 9c; 99c dozen; pound boxes, 17c; \$1.93 dozen.

Ammonia, Extra Strong, pints, 9c; dozen, 89c; quarts, 9c; dozen, \$1.09.

## Royal Berlin Porcelain.

The factory that produces this peerless Porcelain was founded by Frederick the Great, and it is now the industrial and artistic hobby of the present Kaiser, who fosters it in every way that he possibly can.

We have been appointed its sole agents for America. Herr Nicolai, the factory's personal representative, is now here from Berlin to assist in the display and sale of these beautiful specimens of Ceramic Art.

It is by far the finest and costliest exhibition that has ever been made in America.

Vases, Urns, Statuettes, Groups, Plaques, Flower Holders, Jewel Caskets, Clocks, Mantel Ornaments, and the like, for adorning the home, as well as a magnificent variety of useful Porcelains, such as Dining Services, Single Course and Dessert Plates, Chocolate, Tea and Tete-a-Tete Sets and rare Demi-Tasse Cups and Saucers.

Many styles of the foregoing are "Open Stock Patterns," that may be matched in the event of the original service being made incomplete by loss or breakage.

Our collection of Royal Berlin Porcelain is not only large, but it is absolutely exclusive as well. You may choose with confidence that your selection cannot be found anywhere else.

You are cordially invited to come and view all this richness from one of the world's most famous potteries.

### Diamonds.

Governed by the regular Macy small margin of profit, Diamonds, Gold Jewelry and all other lines are now brought within the reach of more people than ever before. This is exactly as we have always done. But not until moving into our new building—the largest retail store in the world—did we have the room to achieve any decisive reputation as sellers of rich, high-class merchandise. With immense space, great stocks and right principles behind prices, there is nothing left undone to secure quick and enormous success.

You'll not ignore our Diamonds—not if you intend buying such precious things and feel in a frame of mind to save money. Our plea is reasonable. We bid for your preference because we bought Diamonds at very low prices and are selling them on slenderest of margins.

Many another dealer would call three times our profit fair merchandising. However, we sell Diamonds—just as we do all other things—as low as we can!

Scarf Pins, Link Buttons, Rings with one, two, three and five diamonds, cluster, princess and fancy settings; Diamond Lockets, Pearl and Diamond Brooches and Pendants, Diamond Ear Screws and Drops.

Also a large stock of loose Diamonds which we will set to order at fair prices.

The department store idea gives power to our Jewelry business. Aggregate profits are spread thinly on a vast number of interests instead of being daubed thickly on one or two or three. It is only the influence of foggyism and strained prejudice that keeps some people in the narrow rut that leads to extravagance.

Look at the array of Gold Jewelry here—varied, beautiful, artistic—all the brightest novelties. And our prices are consistently below those of exclusive dealers—as well as department stores that have charge accounts.

Our watches are warranted, and the prices are not equalled elsewhere. The variety is exhaustive—every kind—from the lowest-priced reliable watch to the very finest.

**Nouveau Art Jewelry from Paris.**  
Imitation, yes—brilliant sham. Yet the ugly words do not convey the slightest tinge of scorn when applied to the marvellous Paris jewelry.

The goldsmiths and silversmiths have found motifs in flowers, doll beasts and birds, old pictures and medieval decorations. They've explored cathedrals and museums in search of quaint, artistic forms. They have beaten, hammered, chased and moulded malleable metal into bits of beauty, and then set them off with crysoprases, dermatoids, tourmalines, sardonyxes, rhinestones, make-believe rubies, emeralds, amethysts, turquoises and wonderful tints and designs wrought of enamel.

They came to us direct from the Rue de la Paix and the Avenue de l'Opera in the sparkle and glory of genuine gems at a small fraction of their cost.

"Oh, those Roman Ladies who breathed of Capuan odors and shone with Capuan gold" never began to possess the jewels which are comprised in the collection of the mondaine of to-day.

**A Roomful of Bronzes.**  
The Bronze specimens are especially numerous and beautiful. They carry the outre art nouveau ideas to their extreme limit. Heads with hair that flows into ripples and billows; slender sylphs leaning against tall-flower stalks; classic figures—heads of Greek girls—terminating in the full flare of peacock tails. There are hundreds of classic and odd conceits—original and exclusive articles—at popular prices. They were selected expressly for us by an expert who went direct to the source of their production.

Les Arts, \$13.63; Le Progres, \$13.63; L'Heritage, \$7.24; Le Charme, \$7.24; Tempera, \$49.66; La Perle, \$87.66; Sur la Greve, \$67.66; La Vogue, \$69.66; La Drapeau, \$28.98; Harmonie, \$49.66.

**American Genuine Bronzes.**  
Love's Dream, \$103.98; Snake Charmer, Torbrent, \$279.98; Indian Bust, Bauer, \$199.98; Circle, R. H. Perry, \$215.98; Lion Siegfried, R. H. Perry, \$143.98; Head in Love, R. H. Perry, \$143.98; Head of Slave, Michael Angelo, \$13.61; Pri-cilla Bust, K. M. Cohen, \$12.79; Marguerite, K. M. Cohen, \$7.99; La-lous, F. H. Frolich, \$143.99; Small Bust Washington, Houdon, \$31.99; Aurora, \$47.99; Baseball Player, J. S. Hart-ley, \$27.21.

**Water Colors by the Leading Italian Painters.**  
We are holding an exhibition and sale of Water Colors in the Art Gallery. The display consists of eighty beautiful original Pictures by the most famous painters of Italy. Among them:—

Inspecting the Royal Wedding Gifts—by Sinabadi—\$839.98.  
Suspensions—by Movetti—\$314.98.  
The Monk—by Indoni—\$489.98.  
At the Waiting Place—by Tasquets—\$489.98.  
The Arabians in the Desert—by Talerie—\$419.98.  
Conquered—by Quercola—\$349.98.  
Leisure in the Orient—by Vallesio—\$279.98.  
Fishermen at Sorrento—by Gabrini—\$2